



HISTORY WEEK 2017: POP!

BACKGROUND

The History Council of New South Wales (HCNSW) initiated History Week in 1997 to showcase the rich, diverse history being produced across New South Wales.

During History Week, HCNSW members including community groups, local councils, libraries, archives, museums, universities, cultural institutions and history professionals celebrate the best in

community and professional history and highlight its important role in our cultural life.

The theme for History Week 2017 was popular culture. HCNSW members were invited to celebrate popular culture across the decades, to investigate its construction and analyse its impact on communities and individuals.

OBJECTIVES

- Showcase history in an innovative and exciting format
- Provide educational experiences that reach students and the general public, and promote lifelong learning opportunities
- Present audiences with rich and diverse histories relevant to all aspects of our community
- Attract new audiences to history, demonstrating that history is exciting, relevant and all around us.

NSW PREMIER'S HISTORY AWARDS AND HISTORY WEEK LAUNCH

On 1 September the State Library of NSW and HCNSW continued their longstanding, successful partnership to launch History Week at the NSW Premier's History Awards. The HCNSW played a support role in the running and promotion of the awards, providing advice on suitable judges and promoting the call for nominations, shortlist and results. Tanya Evans, President of the HCNSW, delivered the History Week address to 115 guests.

SPEAKER CONNECT

In 2017 HCNSW continued its Speaker Connect program. History professionals were invited to travel to organisations in Sydney and regional NSW to deliver talks on the topic of popular culture. Speaker Connect aims to:

- Connect history professionals with organisations across NSW and provide regional audiences with cultural enrichment opportunities
- Promote the work of history professionals to wider audiences and raise the profile of history
- Provide professional development and paid opportunities to history professionals.

“The speaker was superb and the audience was very involved. Everything is made so easy for organisers: if I had any enquiries, I received excellent support.”

The HCNSW received 14 applications from potential hosts and 18 presentation proposals from speakers. The talks were held free of charge and were open to the public.

Alison Wishart	May Gibbs in Popular Culture 6 September, Five Dock Library
Alison Wishart	The popular culture of love distance love 7 September, Singleton Public Library
Carol Roberts	Plein air, place and passion: artist Greg Hansell 4 September, Mudgee Town Hall
Cathy Perkins	The Mirror’s Writing Women 3 September, Dickson St Space
Chelsea Barnett Post-war	“What sorta man are you anyway”: Contested Masculinities in Australian Cinema, 2 September, Toronto Library
Fiona Reilly	Punk: So What’s New? 6 September, Fairfield City Museum & Gallery
James Findlay	Sydney on Screen: how the moving image shaped a city 4 September, Ashfield Library
Marc Rerceretnam	Cycling Communities: Bicycle Clubs in Australia 2 September, The Wollondilly Heritage Centre and Museum
Matthew Allen	Popular Culture as Political Performance: The Meaning of Public Drinking in Colonial NSW 2 September, Camden Library
Pauline Conolly	The Self-Made Surgeon 5 September, Nowra Library
Rachel Franks	Crime Pays: Crooks, History and Popular Culture 5 September, Corrimal District Library and Community Centre
Richard Waterhouse	Mozart and ‘The Doll’: the Elizabethan Theatre Trust and the Institutionalisation of Cultural Hierarchy - 6 September, Sydney Mechanics’ School of Arts

Each organisation was provided with an 'Event Host Kit' which included detailed information about the speaker and their talk, as well as contact details, posters and postcards, a publicity 'How To' guide, PowerPoint template and media release template. Each speaker received a similar kit with information about the venue and travel itinerary. The speakers were each offered a \$300 honorarium for their efforts.



Dr Matthew Allen and HCNSW Executive Officer, Nicole Cama (centre), with staff at Camden Library, image courtesy Pauline Kidd



Dr Chelsea Barnett entertains her audience at Toronto Library, image courtesy HCNSW Intern, Allie Hawkins

ANNUAL HISTORY LECTURE 2017

The Annual History Lecture (AHL) was presented by the HCNSW on 5 September at The Mint, Macquarie Street, Sydney and was delivered by Associate Professor Michelle Arrow. The awarding of the Max Kelly Medal, Aboriginal History Prize, Deen De Bortoli Award for Applied History and Annual History Citation preceded the lecture.

“Since I began to study history only a few years ago, the History Council has been a source of inspiration and encouragement. I am forever thankful that such organisations exist to stimulate historical dialogue and inspire individual historians at all stages of their careers.”

The **Annual History Citation** was awarded to Emeritus Professor David Carment, AM in recognition of his outstanding contributions to historical scholarship, and his generosity and unwavering commitment to supporting the history community, including mentoring its emerging professionals.

The **Max Kelly Medal** was awarded to Marian Lorrison for her essay 'Reduced to the Lowest Pitch of Want and Starvation'.

The **Deen De Bortoli Award for Applied History** was awarded to Jodie Stewart for her essay 'Emotions, Stories, Pasts: Feeling the Settler and Aboriginal Past on the Bundian Way'.

The **Aboriginal History Prize** was awarded to Ruby Arrowsmith-Todd for her essay 'Spectacle, Spectators and Critics: Mid-century Indigenous cinemagoers and Shell's travelling films.'



Annual History Lecture 2017, photo by TWH Photography, courtesy HCNSW

“Michelle Arrow captivated with her speaking skills and deft historical knowledge. I particularly enjoyed discussing the lecture and making general chat after the event. This was the most rewarding aspect of the night: it’s important to connect with other historians on a more personal level.”

Professor Arrow presented her lecture ‘The Popular is Political: struggles over national culture in 1970s Australia’. Her talk examined the prominence of “ocker” culture in the 1970s and its connection to the women’s movement and other social and political issues at the time. ABC Radio National’s Big Ideas recorded the lecture and broadcasted it on 25 September.

In total 94 guests attended the AHL, compared with 76 in 2016. The HCNSW offered a discounted student ticket to attract a broader audience. Of the 94 guests, 17 were students, 13 complimentary, 29 HCNSW members (or Professional Historians Association NSW & ACT members), 35 General Admission.

HASHTAGS, HEROINES, AND HISTORIES: POPULAR CULTURE IN HISTORY

As in previous years the Department of Modern History, Macquarie University collaborated with HCNSW in organising a symposium on the History Week theme. This year, the event was also organised in conjunction with Macquarie University’s centres for Media History and Applied History. The event took place on 4 September at the State Library of NSW and attracted an audience of 36 people.

Presenters investigated not only the history of popular culture, but also how different cultural texts both shaped and were shaped by political and social forces at particular moments.

COMMUNITY EVENTS

A total of 80 events (compared with 92 in 2016) were registered in 2017, which included exhibitions, talks, tours and more. Forty-seven of the events were held in Sydney, 13 in Greater and Western Sydney, and 19 in regional NSW.

Feedback surveys were circulated to audience members, host organisations and speakers. Representatives from 18 host organisations responded and noted attendance varied from 10 to 150 people. The HCNSW publicised all History Week events on its website, social media and e-newsletter.

“As a public library, we were pleased with the attendance and the opportunity to offer an academic standard discussion that may not have been programmed without the support of the History Council.”

Despite the limited resources of the HCNSW, with the office staffed part-time, feedback from hosts and speakers was resoundingly positive as they thought History Week was very well organised, promoted and attended.

COMMUNICATIONS AND PUBLICITY

History Week received extensive publicity, which was generated organically through social media and word of mouth.

Articles and postings were published in various newspapers and websites including Port Macquarie News, Bega District News, Hunter Valley News, Wauchope Gazette, Camden Haven Courier and City of Sydney’s What’s On. History Week was also featured on ABC Drive and 2SER Breakfast Radio.

Description	Distribution	Statistics
History Week postcard	Sydney Writers’ Festival session, Newcastle Writer’s Festival session, Orange Readers and Writers Festival event, event hosts and members	Total printed = 2,000
History Week A4 poster	Event Hosts and members	Total printed = 200
Annual History Lecture program	Annual History Lecture attendees and sponsors	Total printed = 100
Flagpole Banners courtesy of City of Sydney Council	On Macquarie Street, also in Pyrmont	Approximately 100 banners

History Week pdf program	Online – website, social media and e-newsletter: http://bit.ly/HW17program	Bit.ly link to program received over 360 clicks
History Week events listing webpage	Impressions from 14 August to 30 September 2017	1,217 pageviews; 77.6% new visitors, 22.4% returning; average duration = 3 minutes and 6 seconds
History Week e-newsletters	8 e-newsletters	1,583 subscribers; 4,331 opens; 919 clicks
HCNSW website	Impressions from 1 July to 30 September 2017	41,007 pageviews; 66.3% new visitors, 33.7% returning; average duration = 1 minute and 58 seconds
HCNSW Facebook	Impressions from 1 July to 30 September 2017	102,446 reach (number of unique people who saw HCNSW content)
HCNSW Twitter	Impressions from 1 July to 30 September 2017	185,747 impressions (number of times HCNSW tweets were delivered to Twitter users)

“
Fantastic buzz and excitement of sharing the love of history with friends and strangers...”

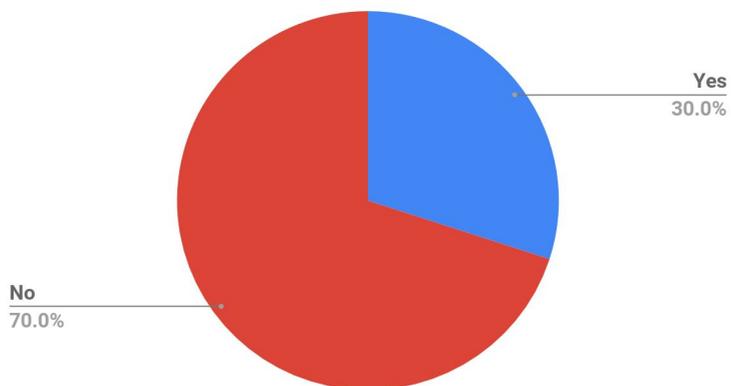
FEEDBACK

HCNSW offered participants in the general audience survey the chance to win 12-months’ digital access to *Inside History* magazine through Zinio, courtesy of the HCNSW’s media partner, Inside History. The survey received 30 responses.

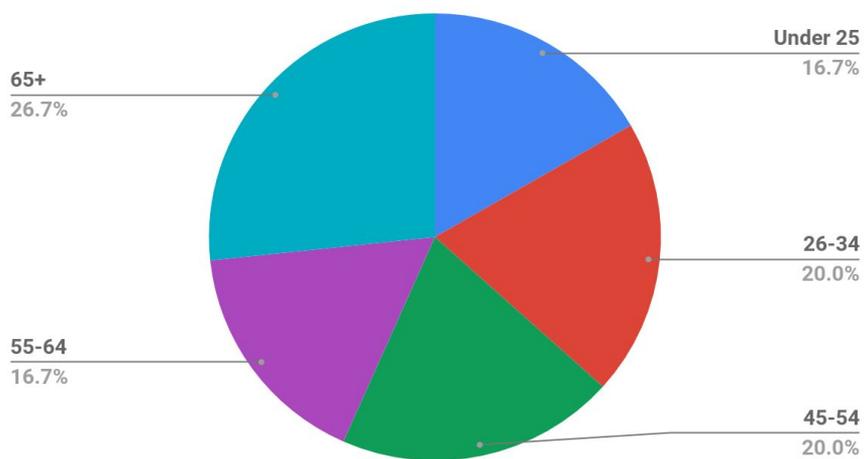
Survey data, attendance figures and feedback from the general public was generally very positive, however, there was some feedback around the timing of History Week events which should be considered for future planning.

- Events held during the day on a weekday tend to attract audiences mainly in the 55+ age bracket. Events held in the evening, especially on a weekday, tend to attract a broader audience range, as work and/or family commitments prevent them from attending many History Week events during the day.
- Comments regarding timing on Twitter: “they fall at times that don’t fit the school day. Looks like I’ll miss History Week again. Obviously I’m not the target audience!” and “I feel the same. I’d love to go but the targeted demographic has to be retired. No one working full time can go to much”.
- The most well attended events tend to respond to the History Week theme in creative ways and include feature images and text that is relevant and engaging.
- Each year, the HCNSW creates a media/publicity guide for host members, it contains helpful hints on how to publicise your History Week event. Contact us at admin@historycouncilnsw.org.au for more information.

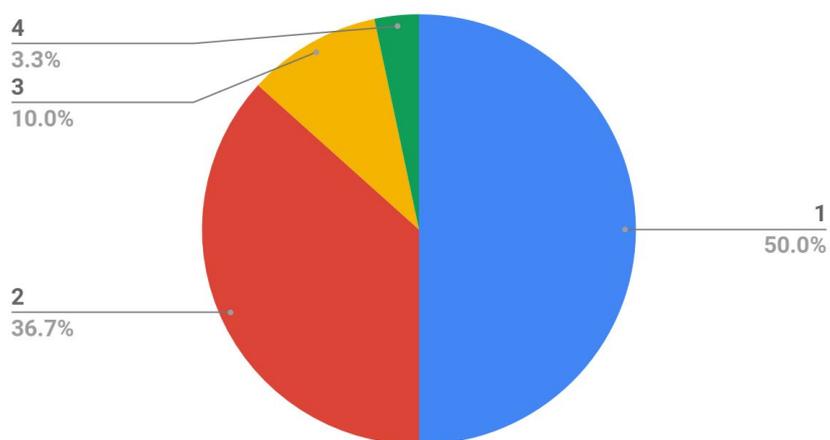
Is this the first time you have participated in History Week?



Which category includes your age?



How many History Week events did you attend?



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SPONSORS

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Report prepared by Nicole Cama and Amy Way, History Council of NSW, October 2017